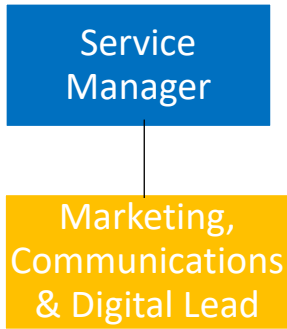
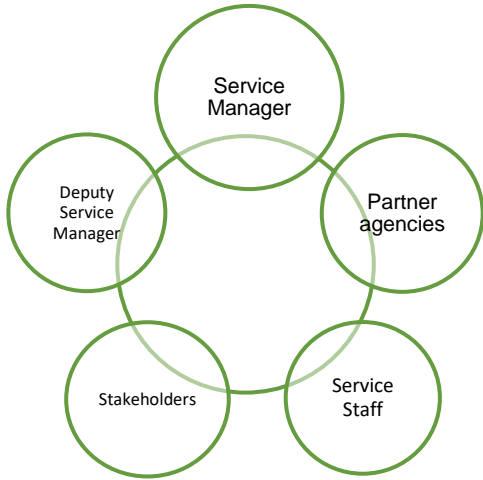


Role Type:	Marketing, Communications & Digital Lead
Project/Service Name:	Smokefree Lancashire
Base:	Office Based – TBC

1. Main purpose of the role

At Change Grow Live we strive to ensure our services are warm and welcoming environments. Working with the new Smokefree Lancashire service, you will be a vital part of the team. You will raise the profile of the service through PR, advertising, digital communication, campaigns, research and events working alongside the Service Manager and other members of the CGL marketing team to deliver Lancashire brand and marketing strategy.

2. Reporting and working relationships

Reporting relationships:	Working relationships:
	

3	Role specific responsibilities
3.1	To write creative and engaging content for a wide range of purposes, including web, internal communications, advertising, editorial, PR and printed material.
3.2	To raise the services profile, using a targeted approach for different stakeholders and the wider public.
3.3	In conjunction with Commissioners, Service/Project Managers and involving the full staff team and service users develop Marketing and Communication plans, using a range of media channels (print/social media/online/peer-led) with SmokeFree Lancs + Service Branding.
3.4	Implement the Marketing and Communication plans to increase profile and reduce stigma by humanising the people accessing our support and by engaging/giving back to local communities.

3.5	Create and distribute quarterly newsletters to Partners and Service Users including sourcing and writing case studies and news stories.
3.6	Collate Service User, Significant Other, Stakeholder feedback and share with partners/wider public to demonstrate impact.
3.7	Contribute to the annual Service Impact Reports encompassing annual SU survey demonstrating how engagement/involvement has improved delivery/outcomes.
3.8	Contribute to any targeted campaigns led by the local authority commissioned marketing agency.
3.9	To post regular content on social media researching content ideas as required. Update social media, support health campaigns/promotions/events/open days.
3.10	Conduct basic website tasks such as posting and modifying content.
3.11	To collate, monitor and analyse data/information and statistics as required.
3.12	To manage incoming marketing enquiries from staff, the public and external suppliers and respond or distribute as appropriate.
3.13	To liaise with our public relations and media agency as well as staff, including senior management, to sign off quotes and source case studies for media opportunities.
3.14	To brief internal and external designers as appropriate.
3.15	To proof read a variety of written material.
3.16	To ensure all duties adhere to the charity's brand guidelines.

4	Change Grow Live and our team work to the following framework:
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4.1	<p>Mission and Vision</p> <p>Our mission is to help people change the direction of their lives, grow as individuals and live life to its full potential. Our vision is to develop, deliver and share a whole person approach that changes society.</p>
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4.2	<p>Career Development and Progression</p> <p>Change Grow Live is committed to providing its staff with opportunities for personal and professional development. We provide an internal training and development programme and aim to keep all our people up to date with new legislation and trends in social care work, with specialist training provided as required. Where appropriate, staff undertake external training courses in line with their development needs</p>
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4.3	<p>Safeguarding</p> <p>Change Grow Live is committed to ensuring the safeguarding and wellbeing of children and adults at risk, and all applicants will be required to demonstrate understanding of and commitment to best safeguarding practice.</p>
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5	Your commitment to CGL
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5.1	<p>Change Grow Live Vision and Values</p> <p><i>Believe in people</i></p>
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At Change Grow Live, above all else we believe in people. For people who use our services: we believe you have the right to a different future, no matter that you've been through or where you are now. For our staff and volunteers: we believe in your judgement, skills and potential. We believe you can do brilliant, life-changing work. For our partners: we believe that by working together we can drive positive change in individuals, communities and society. We are committed to challenging stigma and oppression and doing everything we can to make sure that our staff and the people who use our services feel respected and valued.

5.2

Children and adults at risk

Demonstrating an understanding of and commitment to best safeguarding practice, making awareness of documentation and referral pathways at your service a priority and taking immediate and appropriate action as necessary.

5.3

Boundaries and behaviours

Observing professional integrity in relationships with service users, peers and other relevant professionals.

5.4

Health & Safety

Being responsible for your health and safety and that of colleagues and service users. Employees should co-operate with management and follow established systems of work.

5.5

Equality, Diversity and Inclusion

Being committed to helping to build an organisation that respects and values the diversity of all staff, making our services accessible and inclusive, regardless of an individual's protected characteristic (age, disability, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion or belief, sex and sexual orientation) recovery status or offending background.

5.6

Confidentiality

Treating all information acquired through the course of your employment as confidential and complying with all the appropriate policies, systems and procedures.

5.7

Information Governance

Applying information governance processes to ensure all necessary safeguards are in place regarding personal information – and its appropriate use – about our service users, workforce and members of the public.

5.8

Continuous Professional and Personal Development

Working within a learning organisation, seeking learning opportunities either by attending learning and training events either externally or internally to improve and broaden their knowledge and skills and develop the personal qualities required in their professional lives.

The above is an outline of the post holder's duties and responsibilities. It is not intended as an exhaustive list and may change from time to time in order to meet the changing needs of CGL. Any change will be made after a proper period of consultation.

Staff will need to work flexibly across operational sites as required and to work flexibly within an agreed number of hours to maintain the most appropriate level of service provision.

Person specification

Essential and desirable requirements (E & D) for the role and assessing and testing the necessary level of competence required for this role either via the application form; interview; and/or exercises.

Please note - applicants are asked to evidence their ability to meet each aspect of the person specification below, e.g. by highlighting relevant key achievements and duties held within roles.

1	Education, knowledge and experience	
1.1	Excellent written communication skills.	E
1.2	A solution focused, creative thinker.	E
1.3	Digital marketing experience including social media.	E
1.4	Proven ability to work to tight deadlines.	E
1.5	Excellent attention to detail.	E
1.6	Experience of using online applications and tools.	E
1.7	A clear understanding of the need for, and ability to deliver, quality services.	E
1.8	The willingness to keep up-to-date with local and national trends and undertake own training and development as required.	E
1.9	Good interpersonal skills and a willingness to work flexibly as part of a team, as well as experience liaising with others internal and external to the organisation.	E
1.10	Highly organised.	E
1.11	An interest in learning new skills and developing a career within the field of marketing.	E
1.12	Understanding and knowledge of the harmful effects associated with smoking.	E
1.13	Knowledge of local services and geography.	D
1.14	Experience of working within a Health and Social care setting.	D
1.15	Qualified to degree level or professional equivalent, preferably in Marketing.	D
2	Abilities and skills	
2.1	Respond flexibly to the demands of the post.	E

2.2	Show a capacity to work alone and the ability to keep calm under pressure.	E
2.3	Understand and have a commitment to the principles of equal opportunity and diversity.	E
2.4	Respond appropriately and proactively to potential challenges in engaging peers' and professionals.	E
2.5	Ability to quickly establish a rapport with stakeholders.	E
2.6	Take initiative and keep calm under pressure.	E
2.7	Show commitment to facilitating positive outcomes for service users.	E

3	Working within CGL's framework of commitments to employees	
3.1	A commitment to engaging with, understanding and promoting CGL's Values and vision	E
3.2	An understanding of and commitment to safeguarding best practice.	E
3.3	An understanding of the importance of professional integrity in relationships with service users, peers and other relevant professionals.	E
3.4	A responsibility for your own health, safety and wellbeing as well as those around you (e.g. colleagues and service users).	E
3.5	An understanding of and commitment to Equality, Diversity and Inclusion best practice with a particular focus on engagement with hard to reach and marginalised service users.	E
3.6	An understanding of and commitment to treating all information acquired through the course of your employment as confidential, both during and after employment ends.	E
3.7	An understanding of information governance processes and a commitment to follow and apply all necessary safeguards.	E
3.8	A commitment to seek learning opportunities to improve and broaden your own professional knowledge and skills and to contribute to and where relevant oversee the learning of others.	E